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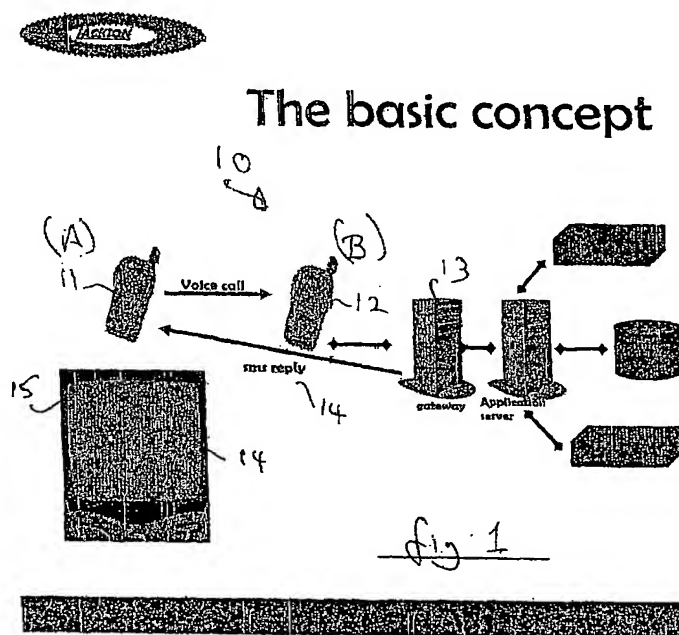
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(54) Title: **REPLY SYSTEM**



(57) Abstract: A system for automated reply to a calling party who has initiated an incoming call from said calling party to a called party; said system comprising in the event said called party is indicated by said system as unavailable to answer said incoming voice call, said system instigating delivery of a pre-set visually communicable message to said calling party.